MC / Low Vol Contracts

	Monthly Payment	Contract Stores	Monthly Spending
	$10	3	$30
	$12	1	$12
	$15	41	$615
	$18	1	$18
	$20	63	$1,260
	$25	76	$1,900
	$30	364	$10,920
	$35	173	$6,055
	$40	102	$4,080
Avg.	$45	50	$2,250
	$50	70	$3,500
	$55	29	$1,595
	$60	139	$8,340
	$65	138	$8,970
	$70	41	$2,870
	$75	31	$2,325
	$80	44	$3,520
	$85	28	$2,380
	$90	18	$1,620
	$95	7	$665
	$100	18	$1,800
	$105	3	$315
	$110	15	$1,650
	$115	3	$345
	$120	2	$240
	$130	0	$0
	$135	1	$135
	$155	1	$155
	$190	1	$190
	$260	1	$260
		1464	$ 68,015

New York Metro Region
Contract Recap
MC Low Vol. Contract

Division	% of MC Spending	Quarterly $ Spending	Total Contracts
1221	3.8%	$124,728	132
1222	7.4%	$120,479	185
1223	4.2%	$181,683	60
1224	15.6%	$197,190	216
1225	33.0%	$106,158	248
1226	5.7%	$131,139	103
1229	35.4%	$154,796	457
Region	12.4%	$1,399,656	1464

Average Spending per MC Contract
$46 per Month / per Store

51842 4816

Source: https://www.industrydocuments.ucsf.edu/docs/yrcp0000

1996 RJR MERCHANDISING RATES - SELF SERVICE

PACK OUTLET - LEVEL 1	N/A	N/A	L1A	L1B	L1C	L1D	L1E
Industry Vol. Equivalent	0-60	61-99	100+	101-135	136-162	163-185	186-219
RJR contract range	**0-10**	**11-16**	**17-26**	**27-35**	**36-42**	**43-48**	**49-57**
1996 RJR Monthly $	**$0**	$0	**$110**	**$115**	$127	**$140**	**$150**
PM MPL1	$20	$40	$73	$92	$108	$147	$175
PM MPL2	N/A	N/A	$147	$184	$217	$293	$349

Industry Vol. Equivalent	0-60	61-99	100+	101-135	136-162	163-185	186-219
Actual NYM / 13% som (aim)	**0-8**	**9-13**	14	**14-17**	18-21	**22-24**	**25-29**
1996 RJR Monthly $	**$0**	**$0**	**$0**	**$0**	**$110**	**$115**	**$127**
PM MPL1	$20	$40	$73	$92	$108	$147	$175
PM MPL2	N/A	N/A	$147	$184	$217	$293	$349
Total Stores in Vol.Grid	**12,046**	**4,803**	**1,638**				
Total RJR CIV in Grid	**17.70%**	**15.90%**	**8.20%**				
			(18,487 stores / 41.8% CIV)				

	WHAT WE NEED:		Above 220 CPW
Component SS FP disp. (Z)	**($1.00 to $35.00 Payment)**	**$30.00 to $45.00 Payment**	**($40 to $65)**
Component NSS FP disp. (Z)	**($1.00 to $30.00 Payment)**	**($25.00 to $35.00 Payment)**	**($35 to $45)**
Component Savings disp. (Z)	**($1.00 to $30.00 Payment)**	**($25.00 to $40.00 Payment)**	**($35 to $45)**
RA (retailer assist)	**(Flat rate of $25.00 per month)**		

Component FP and RA:

*Low SOM outlets / Bus.Building calls / keeps us from being shut-out
*Requires min. 16 facings / strong POS requirements
*Sell as promotional displays / base winston and Salem
*We CAN build our Share in these outlets! (territory Rep.calls)
*Calls where we're "getting our Clock cleaned" overdeveloped NEWPORT

Component Savings:

*Same Facing and POS requirements as component FP
*Can be used as 2nd FP / non-savings stores

IMPORTANT NOTE:

We currently have many stores signed to individual component contracts vs. signing a base contract at a higher rate ..... we simply did not need to spend the extra money. The 1996 grid totally eliminates this option....we have to pay the higher base rate!

96cont.xls

Source: https://www.industrydocuments.ucsf.edu/docs/yrcp0000